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a computer on which the advertisement is activated for viewing by the user wherein the computer has a file within which the indicator is stored, the indicator providing information associated with the advertisement.

2. (Amended) The system of claim 1 wherein the information includes a time at which the advertisement is activated.

3. (Amended) The system of claim 1 further comprising:
an advertising server capable of delivering the advertisement to the computer.

4. (Amended) The system of claim 1 further comprising:
a plurality of advertising servers capable of delivering an advertisement to the computer of the user wherein each of the advertisements includes a code associated with the advertisement and further wherein the server is capable of identifying an instance wherein the advertisement is activated for viewing by the user.

5. (Amended) The system of claim 1 wherein the server generates a survey accessible to the user.

6. (Amended) The system of claim 5 wherein the survey is generated based on advertisements to which the user has been exposed.

NE 7. (Amended) The system of claim 6 wherein the survey obtains demographic information of the user.

8. (Amended) The system of claim 1 wherein the server includes a plurality of categories for classifying advertisers.

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9. (Amended) The system of claim 1 wherein the server generates a survey accessible to the user wherein results of a plurality of surveys answered by a plurality of users assist in computing the effectiveness of the advertisement.

10. (Amended) The system of claim 1 wherein the server includes an interface for receiving questions generated by the advertiser.

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11. (Amended) The system of claim 1 wherein the server includes an interface for receiving questions and selected demographic information generated by the advertiser.

12. (Amended) The system of claim 1 wherein research results are accessible to the advertiser.

13. (Amended) A method for facilitating measuring effectiveness of an advertisement message from an advertiser and activated upon a computer for viewing by a user, the method comprising the steps of:

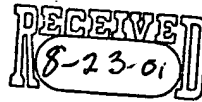
providing the advertisement message through an on-line network accessible by the computer of the user;

attaching a code to the advertisement for facilitating identifying an instance wherein the advertisement has been activated upon the computer for viewing by the user and initiating sending a signal to a server; and

storing information in the computer of the user provided by the server wherein the information relates to activation of the advertisement.

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15. (Amended) The method of claim 13 further comprising the step of:
generating a survey for transmission to the computer of the user based on advertisements to which the user has been exposed.

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18. (Amended) A system for identifying an instance wherein an advertisement deliverable through an on-line network to a computer of a user has been activated for viewing by the user, the system comprising:

a code attached to the advertisement facilitating generating a signal when the advertisement is activated on the computer wherein the code provides information relating to activation of the advertisement; and

a server for receiving the signal from the computer of the user, and wherein the server generates a second signal in response to the signal wherein the second signal includes information related to the activation of the advertisement and is stored on the computer of the user.

Please delete claim 19.

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20. (Amended) The system of claim 18 wherein the information includes a value corresponding to a time at which the advertisement was activated upon the computer for viewing by the user.

Please add claims 21-50 as follows:

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21. A system for facilitating measuring effectiveness of advertisements activated upon users' computers, the system comprising:

an administration computer;

a user computer;

an advertisement message; and

a set of computer instructions executed upon the user computer, in association with activation of the advertisement message, facilitating:

generating a signal, in association with activation of the advertisement message upon the user computer, to the administration computer; and

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storing, in association with the signal, within memory on the user computer a value received from the administration computer in response to the signal and indicative of activation of the advertisement message.

22. The system of claim 21 wherein the administration computer includes executable computer instructions for:

receiving the signal from the user computer; and

transmitting, in response to the receiving the signal, a message to the user computer resulting in the user computer performing the storing a value step.

23. The system of claim 21 further comprising a cookie storable upon the user computer, and wherein the cookie contains the value.

24. The system of claim 23 wherein the cookie comprises a time value corresponding to activation of the advertisement message upon the user computer.

25. The system of claim 24 wherein the cookie comprises an identification of the advertisement message.

26. The system of claim 21 wherein the user computer includes a record of advertisement messages activated on the user computer.

27. The system of claim 26 wherein the record further stores information corresponding to times at which advertisement messages, including embedded code for invoking the generating a signal, have been activated upon the user computer.

28. The system of claim 21 further comprising an advertisement server that transmits the advertisement message to the user computer.

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29. The system of claim 21 wherein the administration computer includes executable instructions for providing survey questions to the user computer.

30. The system of claim 29 wherein at least one of the survey questions is based upon at least the value within memory of the user computer indicative of the activation of the advertisement message.

31. The system of claim 30 wherein the survey questions include requests for demographic information of a respondent.

32. The system of claim 29 further comprising analytical tools that analyze results from a plurality of survey results to render data indicative of activated advertisement effectiveness.

33. The system of claim 29 wherein at least one question of the survey questions is supplied by an advertiser.

34. A method for facilitating measuring effectiveness of advertisements activated on users' computers, the method comprising the steps of:

receiving, by a user computer, an advertisement including an embedded code;
generating, by the user computer, in accordance with the embedded code and in association with activation of the advertisement upon the user computer, a signal for an administration computer; and

storing within memory on the user computer a value received from the administration computer in response to the signal and indicative of the activation of the advertisement.

35. The method of claim 34 further comprising the steps of:

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receiving, by the administration computer, the signal from the user computer; and
transmitting, in association with the receiving the signal step, a message to the user
computer resulting in the user computer performing the storing a value step.

36. The method of claim 34 further comprising the step of:
storing, by the user computer, a cookie containing the value.

37. The method of claim 36 wherein the cookie comprises a time value corresponding
to activation of the advertisement upon the user computer.

38. The method of claim 37 wherein the cookie comprises an identification of the
advertisement.

39. The method of claim 34 further comprising the step of:
storing, upon the user computer, a record of advertisements activated on the user computer.

40. The method of claim 39 wherein the record of advertisements includes information
pertaining to a time at which advertisements including the embedded code are activated on the user
computer.

41. The method of claim 34 further comprising the step of:
transmitting, by an advertisement server, the advertisement including the embedded code to
the user computer.

42. The method of claim 34 further comprising the step of:
providing, by the administration computer, survey questions.

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43. The method of claim 42 wherein at least one of the survey questions is based at least upon the value within memory of the user computer indicative of the activation of the advertisement.

44. The method of claim 43 wherein the survey questions include requests for demographic information of a respondent.

45. The method of claim 42 further comprising the step of:
executing a set of analytical tools that analyze results from a plurality of survey responses to render data indicative of activated advertisement effectiveness.

46. The method of claim 45 further comprising the step of:
comparing survey results of exposed and non-exposed users to render the data indicative of activated advertisement effectiveness for a particular advertisement.

47. The method of claim 45 further comprising the step of providing on-line access to the data indicative of activated advertisement effectiveness.

48. The method of claim 42 wherein at least one question of the survey questions is based upon information provided by an advertiser.

49. The method of claim 42 further comprising the steps of:
rendering advertisement effectiveness values based on survey results obtained from user exposed to the advertisement and from users not exposed to the advertisement.

50. The method of claim 34 further comprising the step of:
receiving, by an administration entity associated with the administration computer, questions and selected demographic information provided by an advertiser.